20 Years of Fun, Fitness, & Friendship

20

KEEN

usa

KIDS ENJOY EXERCISE NOW

Annual Report 2012

"Kids are just kids here. They're having fun and they are exercising. They cheer each other on, and nobody is left out."
– Parents of Twin KEEN Athletes

KEEN USA, through its network of affiliates across the country, provides free sports and recreation programs for young people with disabilities. KEEN's model is very simple: we pair a trained volunteer "coach," one-to-one, with a young "athlete," and let them discover together just what they can do. KEEN's programs are unstructured and non-competitive, allowing young people facing even significant challenges to find joy through play.

KEEN accepts every child, regardless of the nature or severity of their disability. And while their young athletes are spending time with our dedicated corps of volunteers, KEEN parents can find some much-needed respite: shopping, reading, exercising, or chatting with other parents — maybe even taking a nap!

KEEN's programs consist of general gym-based activities, such as basketball and playing with a parachute to music-and-dance or arts-and-crafts, as well as swimming, bowling and tennis. With KEEN's one-to-one, unstructured approach, almost any activity is possible.

From The Founders

Dear KEEN Families and Supporters:

On behalf of the Board of Directors of KEEN USA, thank you to each of our supporters for your generosity and dedication to our mission. With your support, KEEN continues to offer innovative, one-to-one sports and recreational programing, completely free-of-charge, to young people with disabilities. Our unique, non-competitive approach allows even those facing the most significant challenges and disabilities to enhance their self-esteem, confidence, skills and talents – all while having fun!

2012 was a year of unprecedented growth for KEEN USA and our affiliates. Thanks to a challenge grant from the May & Stanley Smith Charitable Trust, KEEN USA enrolled over 250 new athletes, opening new locations in all of our markets. Young people with disabilities in West Los Angeles, the East Bay of San Francisco, and Evanston, Illinois are now able to participate in KEEN programs, as are those in Brooklyn, notwithstanding hurdles thrown at us by Super Storm Sandy. Children in St. Louis, Phoenix and the Greater Washington DC area also had new KEEN locations to attend.

In 2012 we celebrated the 20th Anniversary of KEEN. It was a year of reflecting upon how far we have come, from the original founding of KEEN in the UK, through its re-creation as a small program outside of Washington DC, to its expansion into a thriving national organization with affiliates operating in seven US cities coast-to-coast.

Since inception, KEEN has trained nearly 40,000 volunteers in the US and UK. Whether they came just once to KEEN, meeting a person with a disability for the first time in their lives, or coached consistently for a number of years, their KEEN experience has literally transformed our communities. When these volunteers encounter a person with a disability, they have a more inclusive approach, focusing on ability rather than disabilities, and understanding the way people with disabilities enhance our communities. Amongst these tens of thousands of volunteers are hundreds who became doctors, social workers, therapists, advocates, and teachers of young people with disabilities...all because of KEEN.

In honor of all our athletes, volunteers, and families across the country, thank you again for contributing to KEEN's success and strong future.

Elliott and Estee Portnoy, Founders

Highlights: A National Snapshot

The impact of KEEN is felt by all involved, most especially our families. This year we launched a new music program in St. Louis. It is the first-ever KEEN program held on a weekday evening, and was the idea of Mattie Smith, a student at our new location, St. Dominic High School. Enrolled in the program was a young, completely non-verbal boy who had been enjoying our swimming program for some time. During his second time attending the new music program, he suddenly joined in the chorus of "Old MacDonald Had a Farm," singing "EE-I-EE-I-O!" with great enthusiasm. He not only continued to sing at home, but began adding additional words to his repertoire. His overjoyed mother was moved to tears, at her son's amazing accomplishment. As a gesture of appreciation, she had trinkets made for the KEEN St. Louis board members and staff, engraved with "EE-I-EE-I-O!"

Chicago — Opened a second location in Evanston at the Fleetwood Jourdain Center. 24 new families were welcomed to the new location. KEEN's parents also coordinated a monthly special event at Jump Sky High, which provides fun for KEEN athletes and their families, and serves as outreach for athlete recruitment.

Greater DC — KEEN's founding affiliate celebrated their 20th anniversary of providing free-of-charge sports and recreational programs to area children and young adults with significant disabilities. In 1992 KEEN began as a single sports program with a handful of children and volunteers. Today, KEEN Greater DC offers 23 free-of-charge programs in the District of Columbia, Maryland and Northern Virginia, with more than 450 program sessions taking place each year.

Los Angeles — Opened a new program at the Crossroads School for Arts and Sciences in Santa Monica, attracting new athletes and volunteers from West LA. Devised and pursued a strategic theme to increase revenues, while having measured program growth and improved operational performance.

New York — Launched its first annual KEENBall Family Day, an event that brings together athletes, families and volunteers to participate in outdoor activities. Further developed their partnership with Fordham University through both the Woman's Basketball team, which hosted KEEN Night, and through The Dorothy Day Center for Service & Justice, which provided many service volunteering opportunities.

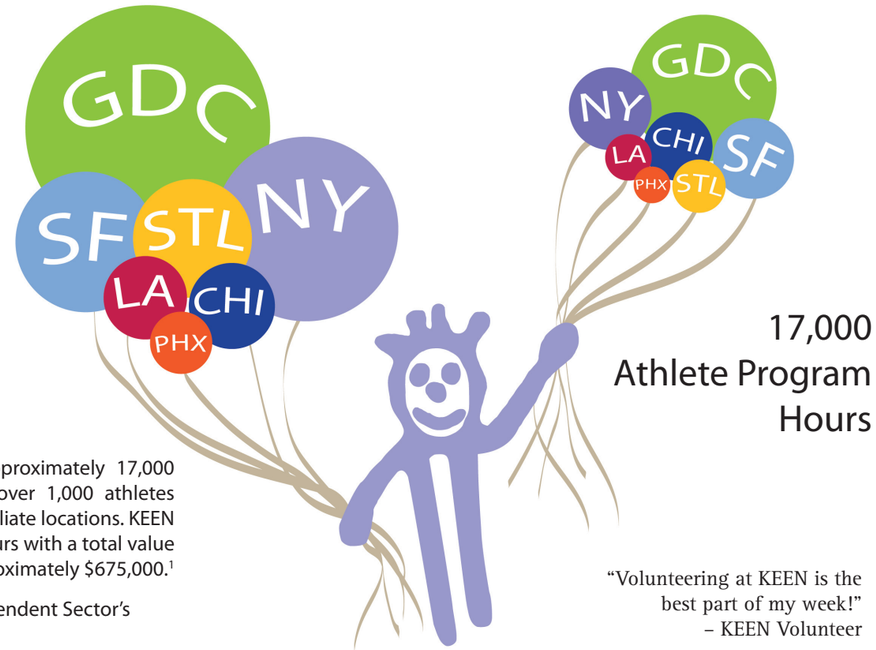
Phoenix — Launched new sports and swim programs at SpoFit, The Virginia Piper Sports and Firness Center for Persons with Disabilities, through the generosity of Thunderbird Charities.

St. Louis — Opened a new location in St. Charles County, at St. Dominic School. In addition to the Sports Program, St. Dominic's students helped to launch a music program, "KEEN Sings It Up," the first KEEN weekday evening program in the US.

San Francisco — Expanded programming into the East Bay, opening a new location at the beautiful Lincoln Child Center in Oakland, through a generous grant from Bay Area Youth Sports Foundation.

Volunteers: The Heart of KEEN

30,500
Volunteer
Hours



17,000
Athlete Program
Hours

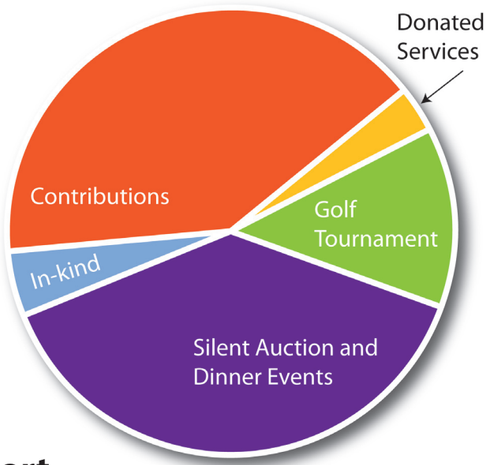
In 2012, KEEN provided approximately 17,000 hours of programming to over 1,000 athletes through 36 programs in 7 affiliate locations. KEEN volunteers served 30,500 hours with a total value of approximately $675,000.[1]

[1] Calculated using the Independent Sector's hourly rate for 2012.

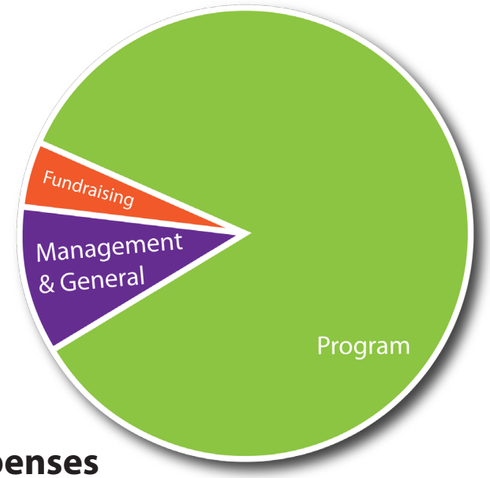
"Volunteering at KEEN is the best part of my week!"
– KEEN Volunteer

Every weekend, hundreds of volunteers across the country come to KEEN programs to give of themselves and their time - young professionals, college and high school students, seniors, corporate and community groups.

The Financial Picture



Support



Expenses

Consolidated Statement of Activities
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
For the year ended 12/31/2012

Support	
Special Events	
Golf Tournament	$160,610
Silent Auction and Dinner Events	466,260
In-Kind Donations	56,074
Total Special Events	682,944
Contributions	493,146
Donated Services, Facilities & Materials	38,929
Interest Income	1,947
Total Support	$1,216,966
Expenses	
Program Services	$994,368
Supporting Services	
Management and General	125,166
Fundraising	54,403
Total Supporting Services	179,569
Total Expenses	$1,173,937

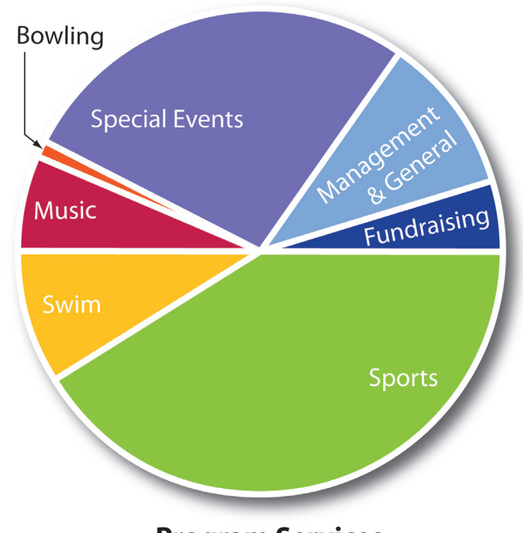
Consolidated Statement of Financial Position
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
As of 12/31/2012

Assets		**Liabilities and Net Assets**	
Current Assets		Current Liabilities	
Cash and Cash Equivalents	$901,425	Accounts Payable	$42,791
Pledges Receivable	81,721	Accrued Expenses	26,069
Prepaid Expenses	38,040	Total Current Liabilities	68,860
Total Current Assets	1,021,186		
Computer Equipment (net of $22,754 in accumulated depreciation)	19,817	Net Assets	972,143
Total Assets	$1,041,003	**Total Liabilities and Net Assets**	$1,041,003

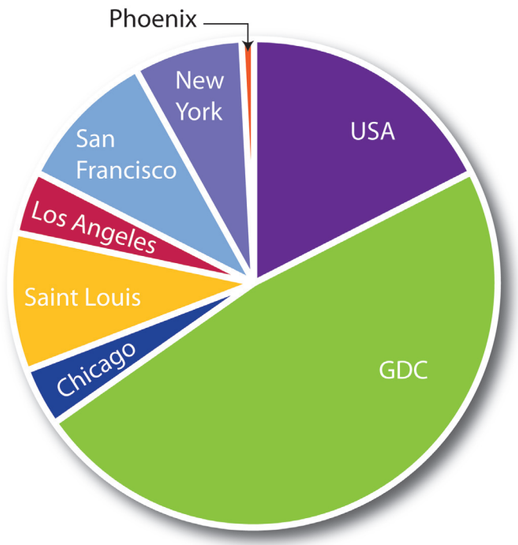
Expenses: A Closer Look

Consolidated Statement of Activities
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
For the year ended 12/31/2012

Program Services	
Sports Programs - General	$484,682
Swim Programs	106,186
Art & Music Programs	74,666
Bowling Programs	13,815
Special Events	315,019
Total Program Services	994,368
Supporting Services	
Management and General	125,166
Fundraising	54,403
Total Supporting Services	179,569
Total Expenses	$1,173,937



Program Services
Allocation of Revenue



Affiliates

Consolidated Statement of Functional Expenses
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
For the year ended 12/31/2012

Location	
KEEN USA	$207,650
KEEN Greater DC	560,031
KEEN Chicago	43,733
KEEN St. Louis	108,347
KEEN Los Angeles	50,745
KEEN San Francisco	111,181
KEEN New York	84,195
KEEN Phoenix	8,055
Total Expenses	$1,173,937

Kids Enjoy Exercise Now Foundation, Inc. is a 501 (c)3 nonprofit organization, donations to which are tax deductible to the fullest extent of the law. Please consult your tax advisor for further information.

A copy of our current financial statement is available upon request by contacting KEEN USA, or on our website at www.keenusa.org.

Our Donors and Champions

Each year, hundreds of individuals, corporations, foundations and groups generously support KEEN USA and its Affiliates with financial gifts. This generosity allows KEEN to continue to provide all programs entirely free-of-charge to our athletes and their families. Funds donated to a specific KEEN affiliate remain local.

Many of these donations, large and small are championed by a friend of KEEN. For all of you unsung heroes – we thank you so very much. The gifts you and your loved ones provide give KEEN affiliates the essentials necessary to continue providing for the children and families who take part in our programs. Thank you!

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KEEN USA
1301 K Street NW
Suite 600 East Tower
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866-903-KEEN (5336)

www.KEENusa.org
info@KEENusa.org